



BID Steering Group Meeting – 13.05.2025

	Representing	Name	Business / Organisation	
1	Independent Business Town Centre	Des Hensler	Gas Station	Absent
2	St John's Hill / Hollybush	Paul Baker	Wealden Properties	Present
3	Independent Business, Tubbs Hill	Vacant		N/A
4	Large Business	Nicki Rundle	Thackray Williams	Present
5	Large Business	Elizabeth Dolding	Warners Solicitors	Apologies
6	Chamber	Dawn Blee	Chamber of Commerce	Apologies
7	Retail	Maxine Morgans	Specsavers	Present
8	Crime Reduction	Roberta Ware	Francis Jones Jewellers/ Business Crime Reduction Partnership	Apologies
9	Health & Wellbeing	Jason Crow	Better Body Group	Present
10	Youth Representative	Joel Estrada-Castillon	Trinity School	Apologies
11	Youth Representative	Dan Naylor	Citizens Advice	Present
12	Senior Representative	Cllr Dr Canet	Senior Citizens Forum	Present
13	Business Parks	Danny Silvester	Inline International	Apologies
14	Hospitality	Harry Sleight	Giggling Squid	Absent
15	Hospitality	Chris Mouralidarane	Pret a Manger	Apologies

16	Leisure	Andrew Eyre	Stag	Present
17	Business Services	Mark Perkins	Insight6	Present
18	Sevenoaks District Council	Cllr Roddy Hogarth	Sevenoaks District Council	Present
19	Sevenoaks Town Council	Cllr Tony Clayton	Sevenoaks Town Council	Present
20	Sevenoaks Town Council	Linda Larter	Sevenoaks Town Council	Apologies
21	Town Team	Mike Reid	Town Team	Present

Cllr Tony Clayton, Chair of Sevenoaks Town Team and newly elected Mayor of Sevenoaks opened the meeting and introduced Nicki Rundle, Joint Sevenoaks BID Ambassador, who then chaired the meeting

Minutes of 25th March meeting had been recirculated with the agenda for the current meeting and there were no changes or matters arising.

Name of this BID

No decision has yet been made on a name. Nicki and Mike had however attended a “Ballot Training “ course earlier in the day and had been advised to avoid “Rock ’n Roll” names and to keep it simple, just Sevenoaks BID.

It was pointed out that once the local government reorganisation is completed, Sevenoaks District will no longer exist, and that the replacement council too does not yet have a name.

Work on the Baseline Audits

Mike Reid explained that STC, SDC and the Police have produced their audits, and that a reply is awaited from KCC.

The way that the District Council has presented their information is an excellent template and Mike will look at putting the STC version into a similar format.

These audits provide the basis for any work where the BID needs to check that the service does not already exist, or if it does, that the project in question will be providing additionality.

The question was posed “what happens if following the re-organisation a council reduces or removes its support for things like CCTV, public realm etc?” and that function is not specified in the Business Plan. Maybe we introduce a “catch-all” for that situation.

What does my interest group want from the BID?

This subject is ongoing and is open to suggestion from anyone before the Business Plan is finalised.

Senior Citizens Forum

Improvement to pavements

National Retailers

Improved security and sustainability

Hollybush and St Johns

Concerned that the Sevenoaks Masterplan will support removal of some of the already limited off street car parking

Signage to identify the areas

Outside seating area for the takeaways

Flower baskets and planters

Professionals

Opportunities to improve their visibility through promoting businesses special events and offers etc. This would primarily be through using Destination Management Software (such as Loqiva or Destination Core).

Projects to enhance the town to help recruit and maintain staff.

Projects where they can give back to the community

Independent town centre retailers

More businesses using the Business Crime Reduction Partnership radios.

Hospitality

An observation that while joint such as a joint theatre/meal/parking offer sounds good in principle, that someone has to pay and that it is difficult to apportion fairly.

These ideas led to various discussions about things such as:

“Why do Sevenoaks people often shop in other towns?” Maybe because they don’t know of a relevant retailer in Sevenoaks, maybe free and unrestricted parking, maybe because another destination offers a better experience, maybe, just for a change.

Wayfinding

It was agreed that introducing a proper wayfinding scheme into the town is vital. The Town Team/STC has such a scheme at an advanced stage and is awaiting the outcome of a CIL application to SDC to see if it can be funded.

Better public transport

It was observed that Sevenoaks does not enjoy the benefit of real time bus information. If people know when the next bus will arrive then they are more likely to use that service.

Improved rural services. Post meeting note – STC is just about to launch a community bus service using a brand new small electric bus.

Car parking

Pricing does not appear to be an issue, but time limits are. There are space availability signs in the town, but that info should also be online.

Experiences

Town centres are no longer used so much for pure shopping but places to buy services and enjoy experiences. Introduce more events – maybe Divali etc.

We need to deliver easy “what shall we do today?” ideas to the public

Destination Management Software

Many of the information based suggestions on this list can be addressed using such software. A good example can be seen using the Tunbridge Wells app – RTW – Love Local.

Actions

Everyone, when visiting businesses, to promote the BID.

A preview of the proposed hard copy Business Plan.

This was distributed at the meeting. It is just the first iteration and to give a flavour of what the Plan will look like.

Date of next meeting

Tuesday 1st July, 6pm in the Council Chamber

Meeting closed at 7.50pm